



Summer 2019

From the License Division Desk

I hope everyone has been enjoying the summer! In this issue of the License Division's quarterly newsletter, you will find:

- An expanded "briefs" column. The past quarter has been chock-full of important regulatory information. Be sure to catch up on all the latest news!
- The third and final part of our series on the license process. Our [Clerk Notes](#) video series is another great way to enjoy this content.
- A letter to the License Division desk concerning lemonade stands in Milwaukee.

Before you dig into this great content, I wanted to take a moment and remind our readers that the [2020 Democratic National Convention](#) will be held in Milwaukee from July 13 to July 16. According to Visit Milwaukee, approximately 50,000 visitors are expected, with over 1,500 events planned across Southeast Wisconsin.

I mention this because we are less than a year away from these events, and anyone thinking about getting a license for activities related to the Convention should plan ahead. Due to the high volume of expected applications, we cannot guarantee that applicants filing late or at the last minute will receive a license in time for the Convention. Remember also that some licenses require inspections or other approvals before issuance. Submit your applications early!

Finally, please note that beginning July 31, the City Clerk reception area will be undergoing renovations. The project is expected to take up to six weeks. Visitors to the City Clerk's Office should proceed first to the License Division's reception area (room 105) to check in, at which point you will be escorted to the appropriate office on the second floor. This will not affect anyone applying for a license at our office, but you may notice a higher than usual volume of visitors. We apologize for any inconvenience this may cause.

Jessica Celella
License Division Manager

Contents

Who Are We?	p. 2
Briefs	p. 2
Soundbites.....	p. 3
Licensing Notes.....	p. 3
Upcoming Events.....	p. 3
Dear Andy Q&A.....	p. 4
Recent Disciplinary Action.....	p. 4
Directory.....	p. 4



We strive to make your experience at City Hall as quick and easy as possible.

If you have any questions or suggestions, please call 286-2238 or email license@milwaukee.gov



Who are we?

The License Division is a branch of the Common Council-City Clerk's Office. We process applications for over 100 different licenses and permits, and assist the Common Council in its deliberations regarding license matters.

The License Division can assist you with questions like: Do I need a license? What does my license allow? What is the status of my license?

More information is available on the License Division website at milwaukee.gov/license.

Tell us what you think!

We love getting feedback about this and other License Division content. Whether you have questions or suggestions, would like to contribute to a future newsletter or just feel like sending us a digital high-five, you can provide feedback using our [online survey](#) or at any of our social media pages.



Not on our mailing list?

SUBSCRIBE NOW 



Briefs *New and important information you need to know.*

City Resolutions

- **[File #190186](#)**: Authorizes the Environmental Collaboration Office to create a Commercial Parking Lot Beautification Pilot Program to provide grants to certain eligible commercial parking lot owners for pavement removal and landscape edge improvements.
- **[File # 190342](#)**: Adopts a Green Infrastructure Plan for the City of Milwaukee.

City Code Changes

- **[File # 181642](#)**: Revises tow operator recordkeeping to require a tow truck operator to submit a form to the city signed by an owner or authorized operator of a motor vehicle who is present before the vehicle is fully hooked up for tow indicating the owner or authorized operator paid, or declined to pay, the drop fee after being advised payment of the drop fee would avert the tow.
- **[File # 181907](#)**: Prohibits any sales on the public streets or sidewalks within 500 feet of the Fiserv Forum. Current regulations impose similar regulations on sales within 500 feet of the Wisconsin Center, the Auditorium, the Arena, the Milwaukee Public Museum, the Performing Arts Center, the Rave/Eagles Club, the Riverside Theater, Summerfest and Miller Park parking facilities.
- **[File #190033](#)**: Establishes a penalty for using electronic smoking devices and electronic smoking device paraphernalia in places where smoking is prohibited by state law.
- **[File # 190220](#)**: Amends the code to comply with 2017 Wisconsin Act 289 and amends provisions relating to residency requirements for Class "B" manager's licenses, to be consistent with state law
- **[File #190224](#)**: Amends the chronic nuisance premises ordinance to make excessive false alarms a nuisance activity.
- **[File #190443](#)**: Establishes regulations for the operation of dockless mobility systems, including bicycles, motorized scooters and other micro-mobility vehicles made available for shared use to individuals on a short-term basis, which do not require structures at permanent, fixed locations where rides must begin and end. This ordinance also prohibits the operation of electric scooters on most sidewalks

State Law Changes

- **[2017 Wisconsin Act 289](#)**: Provides that alcohol beverage license and permit applications may not require: 1) the signature of more than one person on behalf of the license or permit applicant, 2) the application be sworn to, or 3) an applicant's signature be notarized.
- **[2019 Wisconsin Act 6](#)**: Allows certain liquor stores to sell unlimited quantities of distilled spirits during a single transaction.



Soundbites

A Conversation With: Andrew VanNatta

Need to renew a City license or permit? This is the third and final part in our series on the licensing process. Be sure to catch up on previous articles and check out our other resources at Milwaukee.gov/RedTapeRescue.

Editor: In the first two parts of this series, we talked about the application and approval processes. What can you tell me about the process for renewing a license or permit?

Andrew: *Well, to begin, licensees will receive a renewal notice in the mail about 3 months before their license is set to expire, and we recommend they file renewal applications as soon as possible after that.*

The License Division needs to be sure that all steps necessary for renewal of a license are completed by the renewal date. For instance, it can take a while for the MPD to run an updated police report, and – if necessary – we need time to process any requested changes to the license, schedule a hearing and notice interested parties before the license lapses.

Editor: In parts 1 and 2 of this series, we learned that some applicants need to attend a License Committee hearing. Are hearings scheduled for renewal applications?

Andrew: *In most cases, renewal applications can be approved administratively and referred directly to the Common Council for consideration at its next meeting. However, an application may be scheduled for a License Committee hearing if there is an objection to the renewal, if there has been certain police activity at the premises, or if the licensee requests changes to the license or permit, such as a change in the hours of operation.*

One additional tip: even if a business has been operating successfully, it's always a good practice to work proactively with neighbors and the local Council Member. License renewal is a great time to touch base with these important contacts.

Editor: Great tip! Any final advice for licensees?

Andrew: *First, keep your contact information up-to-date. The License Division may need to contact you from time to time about changes in law, training opportunities, or to notify you about license renewal. Keeping your information up-to-date will speed up this process.*

Next, if you were expecting a renewal notice in the mail, but did not receive one, please contact the License Division as soon as possible.

Finally, remember that the Common Council does not meet in the month of August.

Editor: That wraps up the final part of this series. Readers can also check out our [Clerk Notes](#) video series for more great information like this.

Licensing Notes

Upcoming License Committee Meetings:

- September 10
- October 1
- October 22
- November 12

**Note: there are no Common Council meetings in the month of August.*

For Applicants:

Some licenses may be approved by your local Council Member, but many require a License Committee hearing. A hearing may be scheduled if there is a change to your license, an objection was filed or there was certain police activity involving your premises. Keep this in mind and plan ahead!

The License Committee generally meets every three weeks, except for the month of August, when no meetings are scheduled. In general, expect to wait 6 to 8 weeks for your license to be granted and issued.

For Community Members:

Your voice matters! Your appearance at licensing hearings is a critical factor in all licensing decisions.

If you cannot attend a hearing, but would like to communicate your support or objection to a pending license, email your local Council Member.

Upcoming Events

Pivot Workshops

Do you operate a tavern, restaurant, liquor store, or convenience store? Register for a free Pivot Workshop online at PivotMKE.eventbrite.com!

- [Tuesday, October 29](#)
9 a.m. to 11 a.m.
Lake Tower, 3rd Floor
4001 S. 6th Street

Lunch & Learn Summer Series

Various free educational programs to help the development community understand the permitting process, zoning code updates, and other timely topics.

Visit Milwaukee.gov/LunchAndLearn to learn more!



Directory

City Clerk's Office License Division

City Hall Room 105
200 E. Wells Street
Milwaukee, WI 53202

Phone: (414) 286-2238
Email: license@milwaukee.gov

Common Council

(414) 286-2221

Licensing Committee

- Ald. Nic Kovac (Chair)
- Ald. Terry L. Witkowski (Vice Chair)
- Ald. Milele A. Coggs
- Ald. Chantia Lewis
- Ald. Nikiya Dodd

MPD License Investigation Unit

(414) 935-7430

Department of Neighborhood Services

(414) 286-2268

Health Department

(414) 286-3674

Wisconsin Department of Revenue, Alcohol and Tobacco Enforcement Unit

(608) 266-2772

Dear Andy *Letters to the License Division desk.*



Q Dear Andy,
My friend and I finished classes a month ago and we are already bored. We've decided to start a lemonade stand to pass the time and make some extra money. If it takes off, we'd like to continue selling baked goods on the weekends throughout the school year. Do we need a license?

**Sincerely,
Zest Friends Forever**

A Zest Friends Forever,

Most people who sell food or beverages in Milwaukee need a license to do so. These licenses are required to keep the public safe. For example, restaurants must get a Food Dealer license. To get a Food Dealer license, restaurants must show that their business is safe, clean, and follows certain rules.

You and your friend, however, are in luck! You do not need a license to sell certain homemade food or beverages – such as lemonade, or cookies – from a stand on private property, as long as you are younger than 14 years old.

We recommend anyone older than 14 get in touch with a responsible adult to see if you may need a license. Also, if you would like to take your cooking talents on the road, your parent or guardian will need a Food Peddler license. To work for a Food Peddler, you must be at least 12 years old.

Finally, please remember that selling from the roadway or a median is not only unsafe, it may be illegal. Be aware of your surroundings and keep money in a secure location. Most importantly, have fun!

I hope this was a fruitful discussion!

**Sincerely,
Andy**

Recent Disciplinary Actions

License suspensions and revocations

- **The Pub Club:** 1103 N. Old World Third St. [File #181734](#): 10-Day Suspension (Class B Tavern, Food Dealer, Public Entertainment Premises, and Sidewalk Dining Licenses)
- **La PICA CARR 3 BAR & HALL:** 3427-31 W. Lincoln Ave. [File #190195](#): 15-Day Suspension (Class B Tavern and Public Entertainment Premises Licenses)